Project Design Phase-II
Customer Journey Map

Date	08 October 2022
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Project Name	Fertilizers recommendations system for disease pridiction
Maximum Marks	2 marks

User journey

People 2 - 9 **Time** 30 min **Difficulty** Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

❶ Phases — High-level steps your user needs to accomplish from start to finish	Awareness	Consideration	Service	Loyalty
● Steps — Detailed actions your user has to perform	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Receive product/services, contact customer service, read product/service documentation	Make another purchase, share experiences
❸ Feelings — What your user might be thinking and feeling at the moment 👍 👎	In case the user does not use the social media it must be hard.	If the farmer did not identify the plant diseases they will loss the crop field.	You are offline the application does not show the any information.	Sometimes to difficult the predict the disease and does not recognize the fertilizer
❹ Pain points — Problems your user runs into	- Is not aware of all product - Doesn't know what to choose - Double the value of the product	- Doesn't know where to start - Doesn't want to spend a lot of time on research	- Hard to build playlist - Hard to find context - Not enough content - Buffering issues	- No discount - Not enough other incentives
◉ Opportunities — Potential improvements or enhancements to the experience	Increase awareness interest, marketing ,communications-awarness	Customer weights multiple offerings that could solve the problem	Respond to customer inquiries and concerns in a timely manner to improve experiences	Reward long-term loyalty to keep your customer wanting more

TIP
Click on the + outside the border of the table to add additional rows and columns.

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